

10

FIG. 1

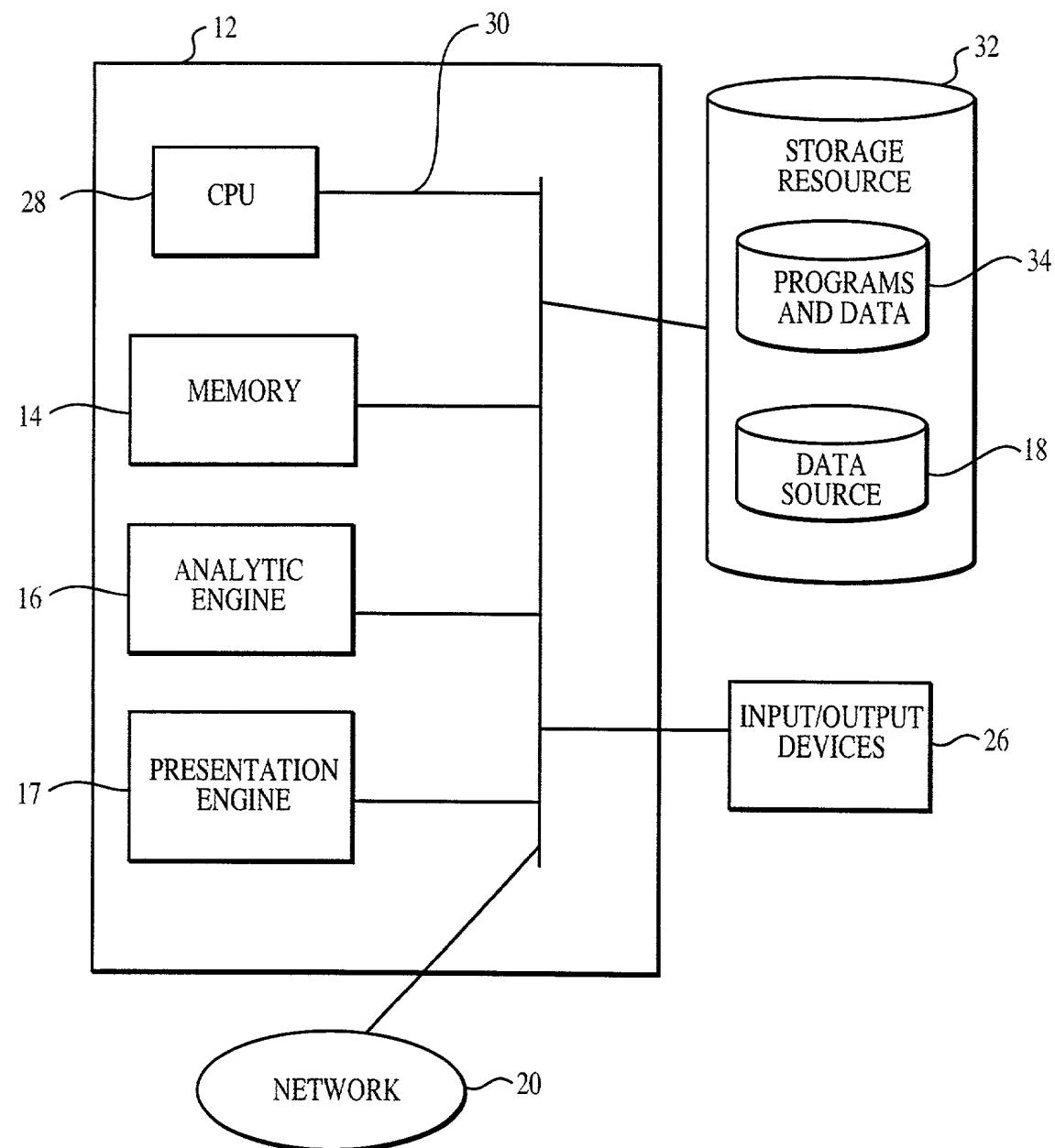


FIG. 2

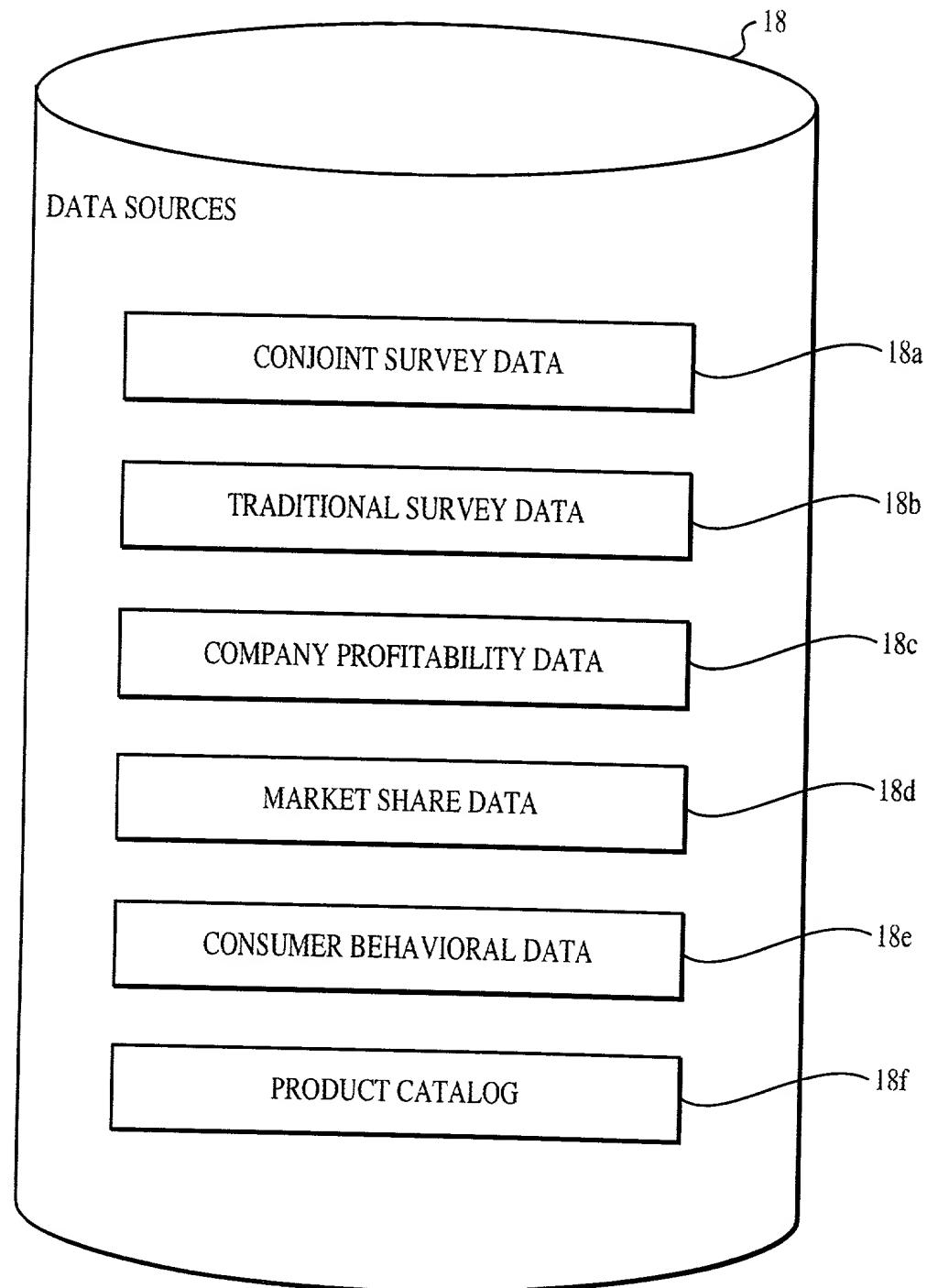


FIG. 3

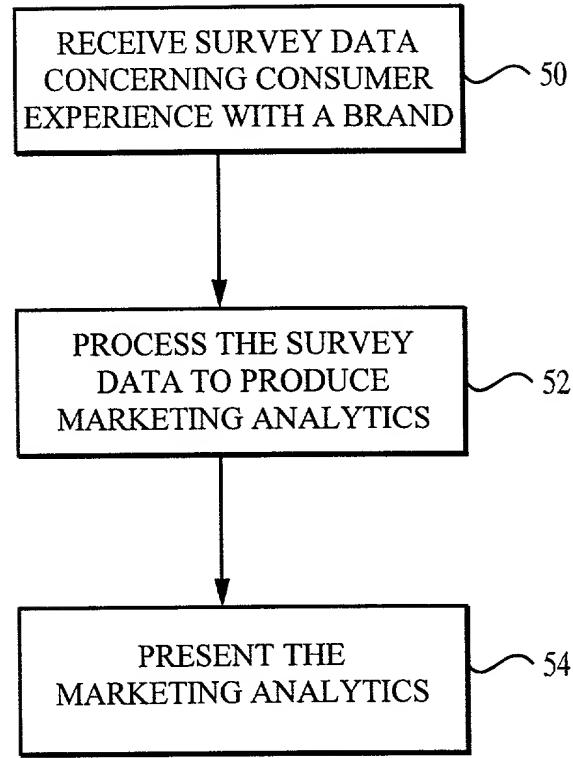


FIG. 4

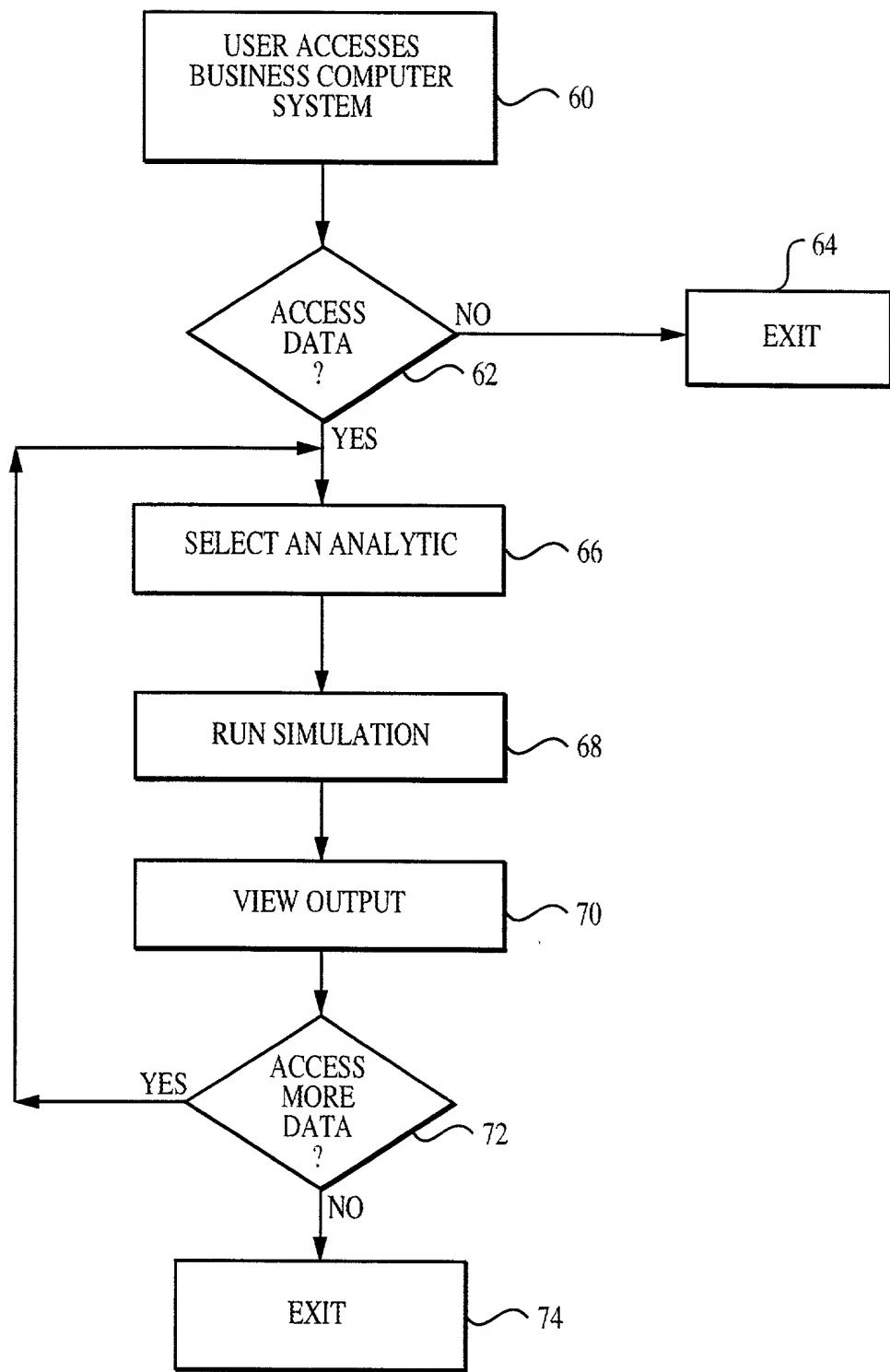
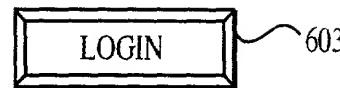
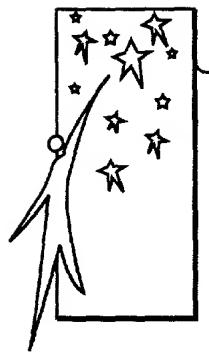


FIG. 5



WELCOME TO THE MARKETING DECISION TOOLKIT. THIS TOOLKIT WILL PROVIDE THE USER WITH MARKETING ANALYTICS BASED ON WEBSITE INDUSTRY INFORMATION. ARMED WITH THESE ANALYTICS, THE MARKETING PROFESSIONAL IS ABLE TO MAKE EFFECTIVE MARKETING DECISIONS.

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FIG. 6A

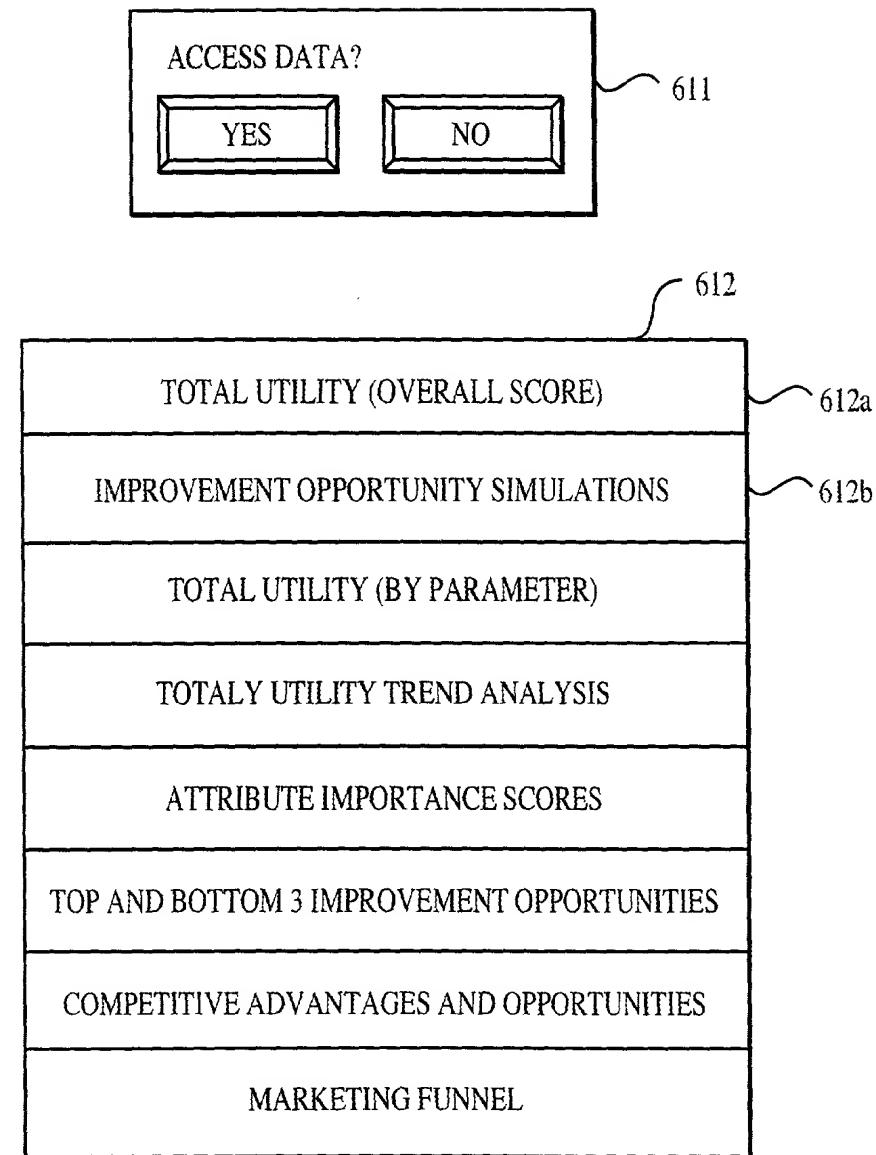


FIG. 6B

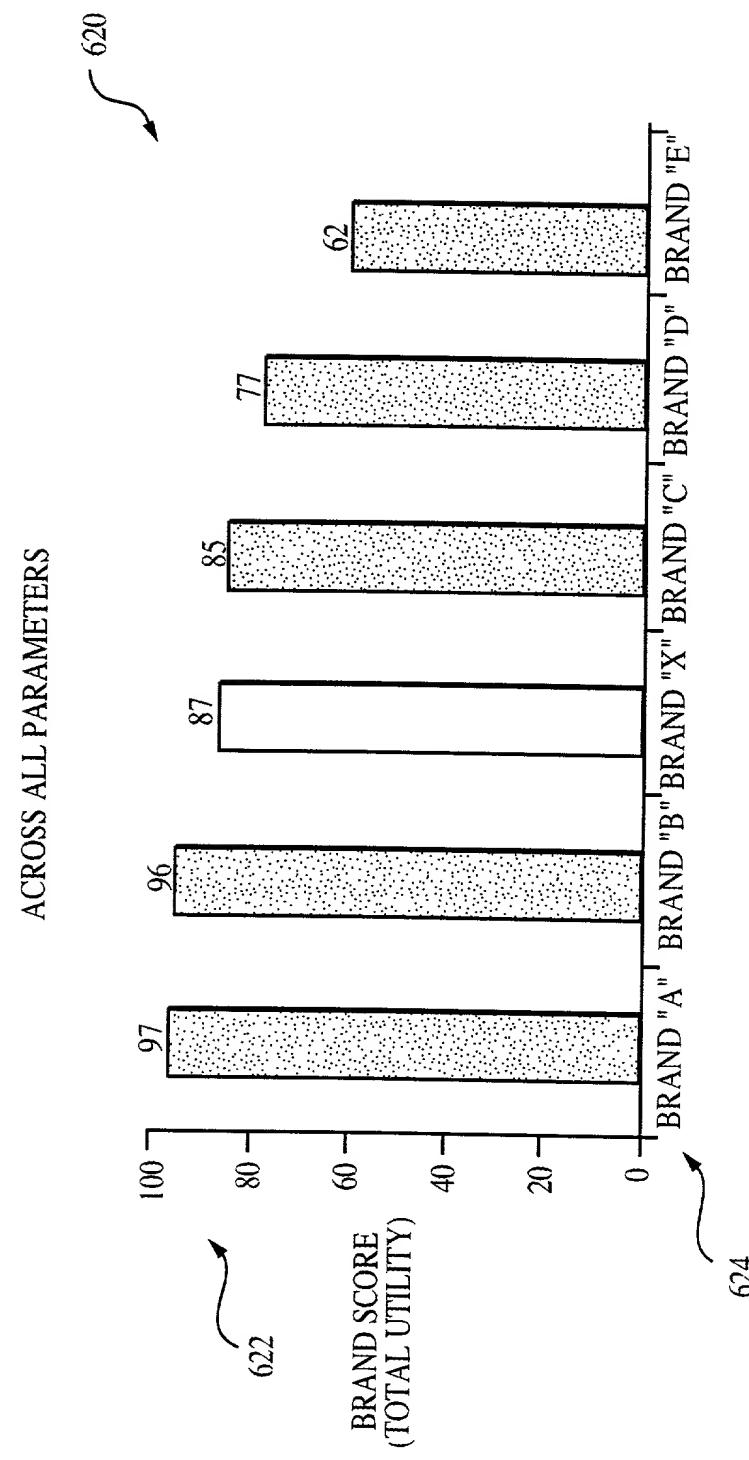


FIG. 6C

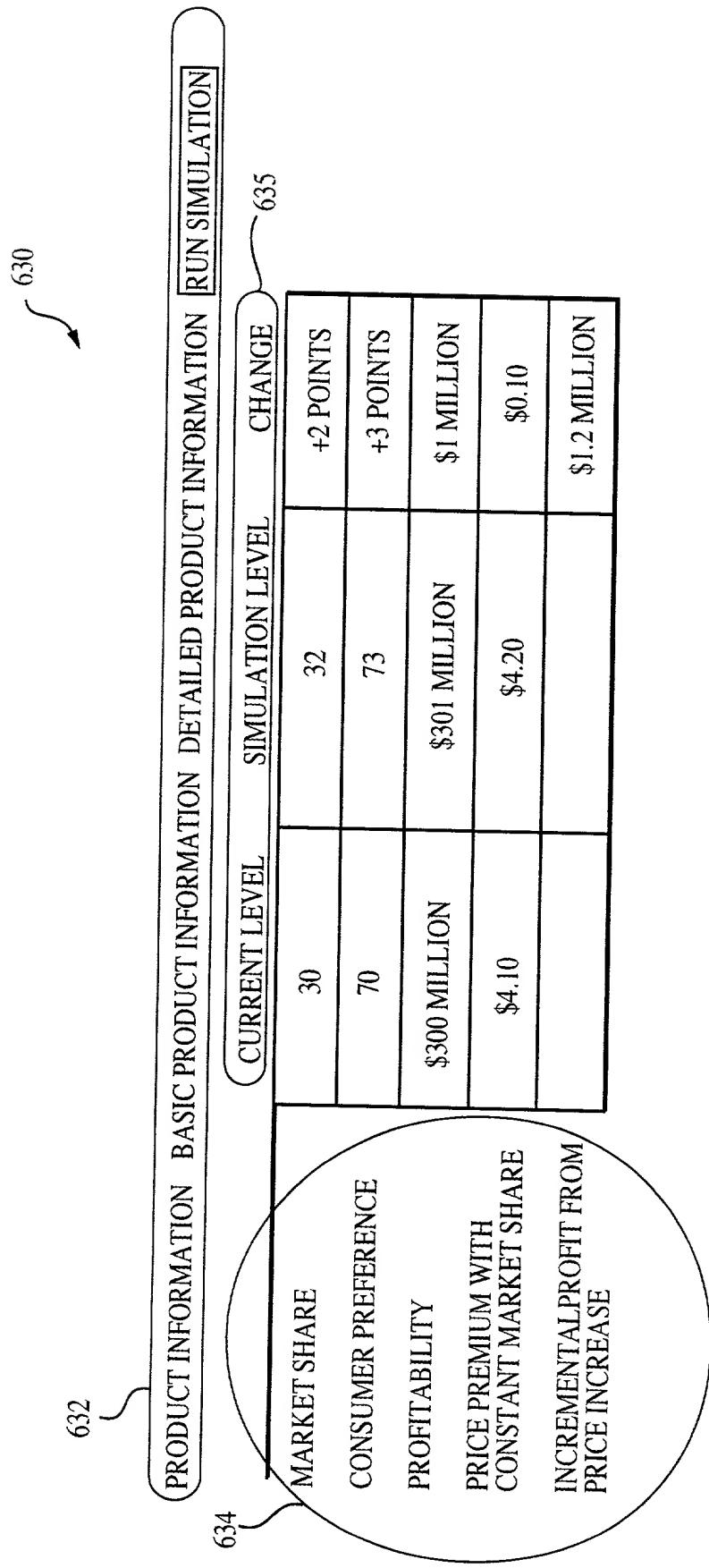
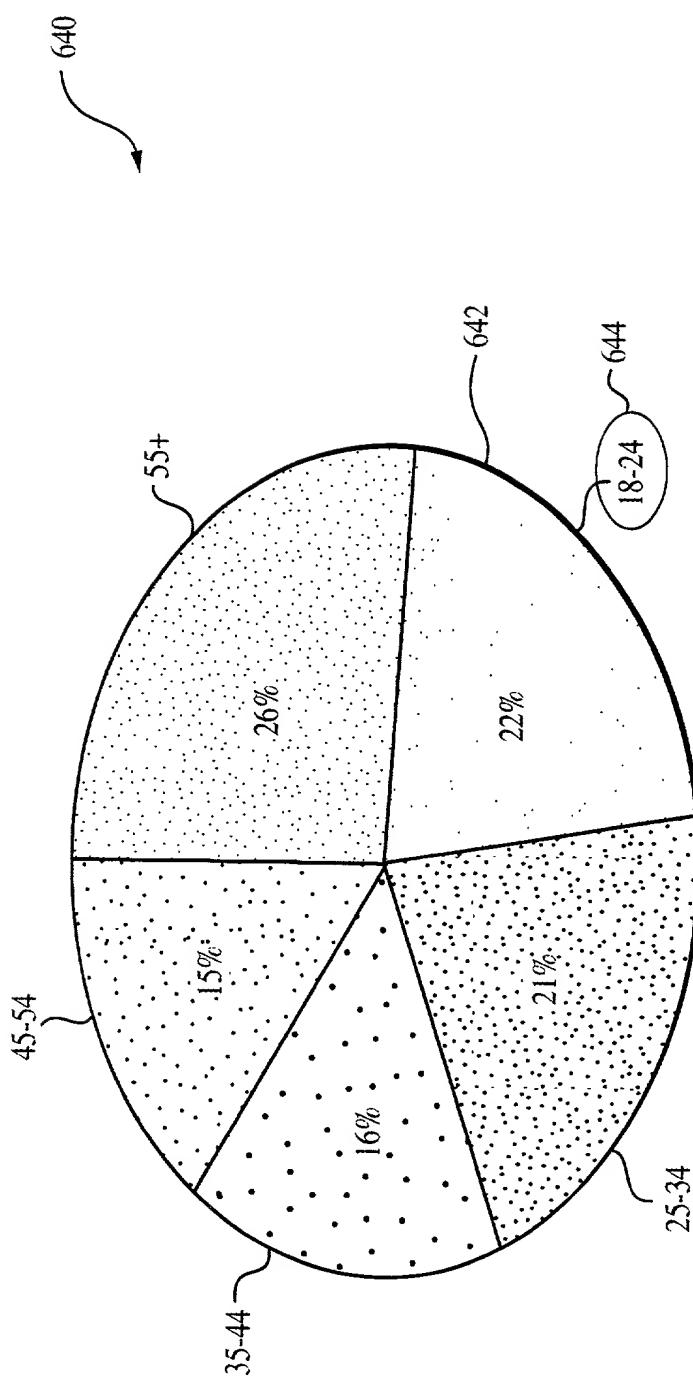


FIG. 6D

FIG. 6E



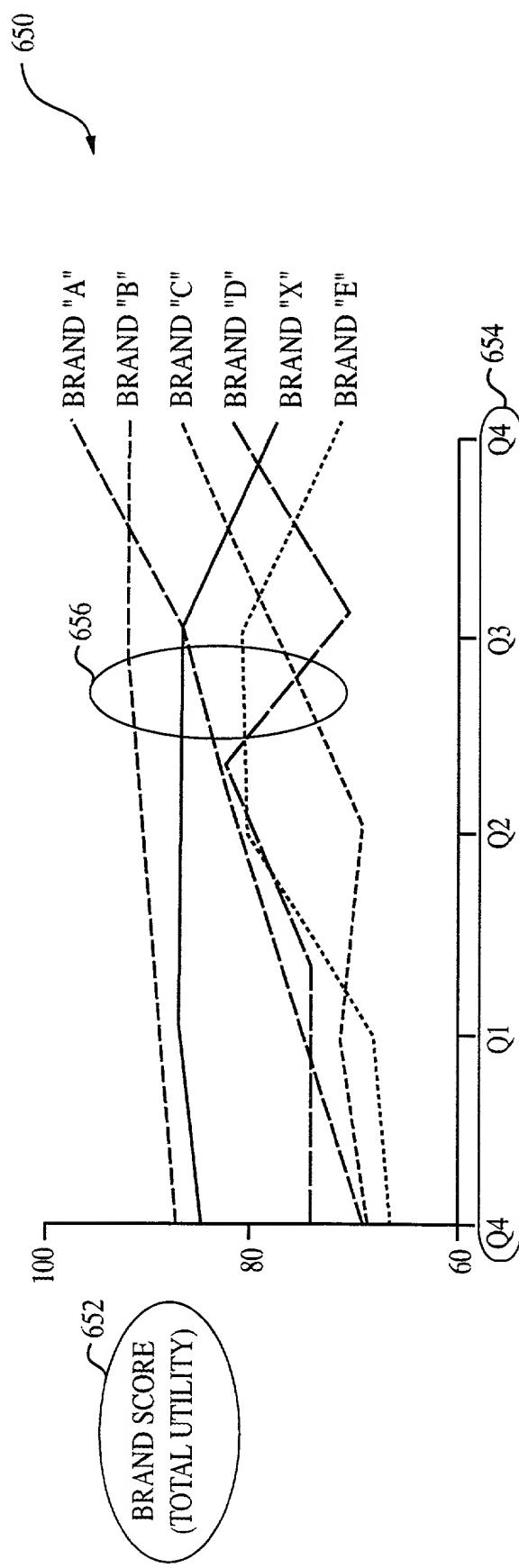


FIG. 6F

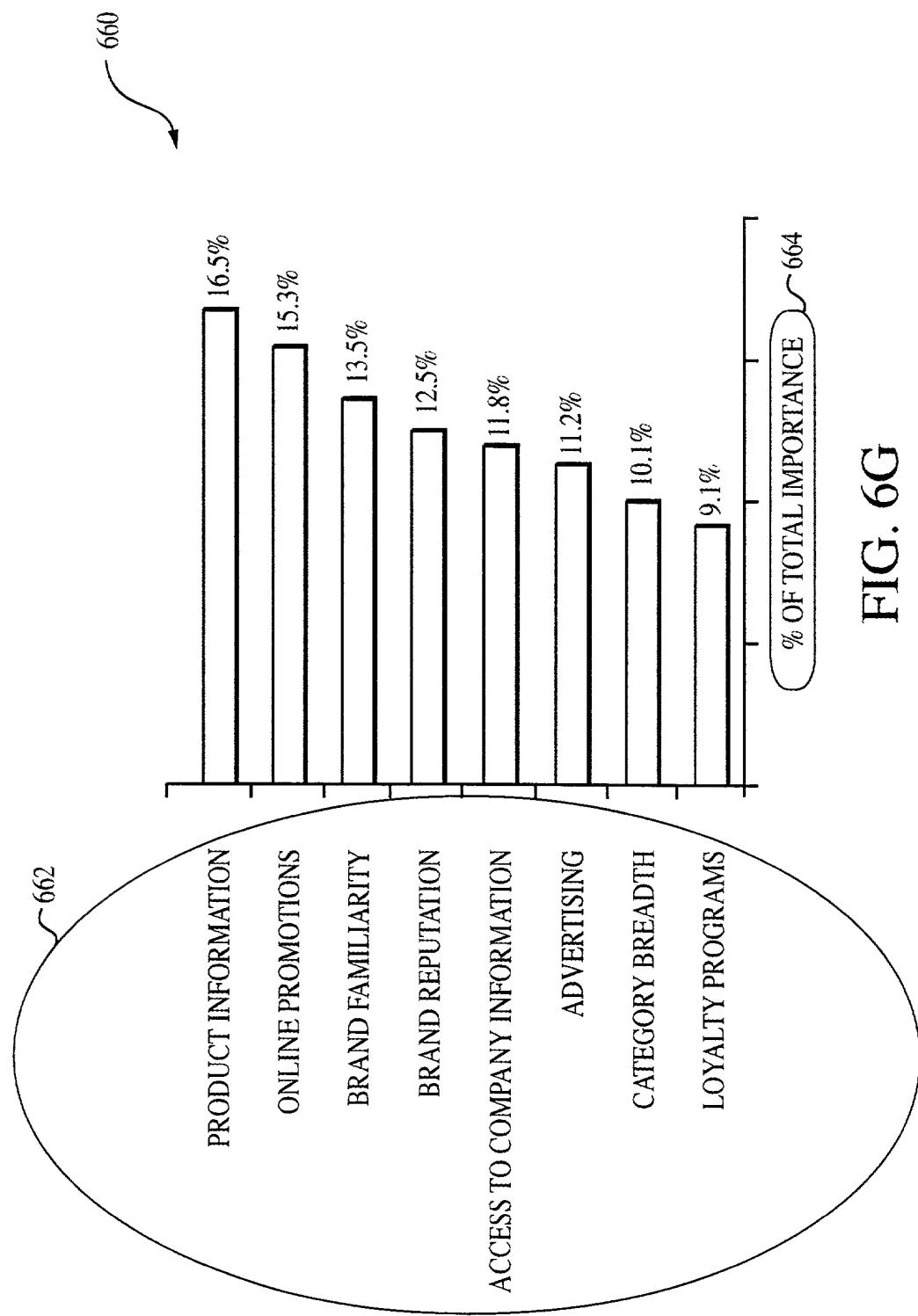


FIG. 6G

TOP THREE IMPROVEMENT OPPORTUNITIES		LEVEL CHANGE		MARKET PREFERENCE	
CURRENT LEVEL		LEVEL CHANGE		MARKET PREFERENCE	
PRODUCT INFORMATION	(L1) BASIC PRODUCT INFORMATION	(L2) DETAILED PRODUCT INFORMATION	+2	+3	678
ACCESS TO COMPANY INFORMATION	(L2) NEWS AND PRESS RELEASES	(L3) INTERACTIVE DIALOGUE WITH COMPANY	+1	+2	
BRAND REPUTATION	(L1) NEGATIVE IMPRESSION	(L2) NEUTRAL IMPRESSION	+2	+2	
BOTTOM THREE IMPROVEMENT OPPORTUNITIES		LEVEL CHANGE		MARKET PREFERENCE	
CURRENT LEVEL		LEVEL CHANGE		MARKET PREFERENCE	
ONLINE PROMOTIONS	(L3) WEEKLY SWEEPSTAKES	(L4) FREE SAMPLES	+0	+1	679
ADVERTISING	(L2) CONTENT AND DEMONSTRATIONS	(L3) CONTENT, DEMOS AND RECENT COMMERCIALS	+1	+0	
LOYALTY PROGRAMS	(L1) COLLECT POINTS, REDEEM FOR DISCOUNTS	(L2) COLLECT POINTS, REDEEM FOR FREE COMPANY PRODUCTS	+1	+0	

FIG. 6H

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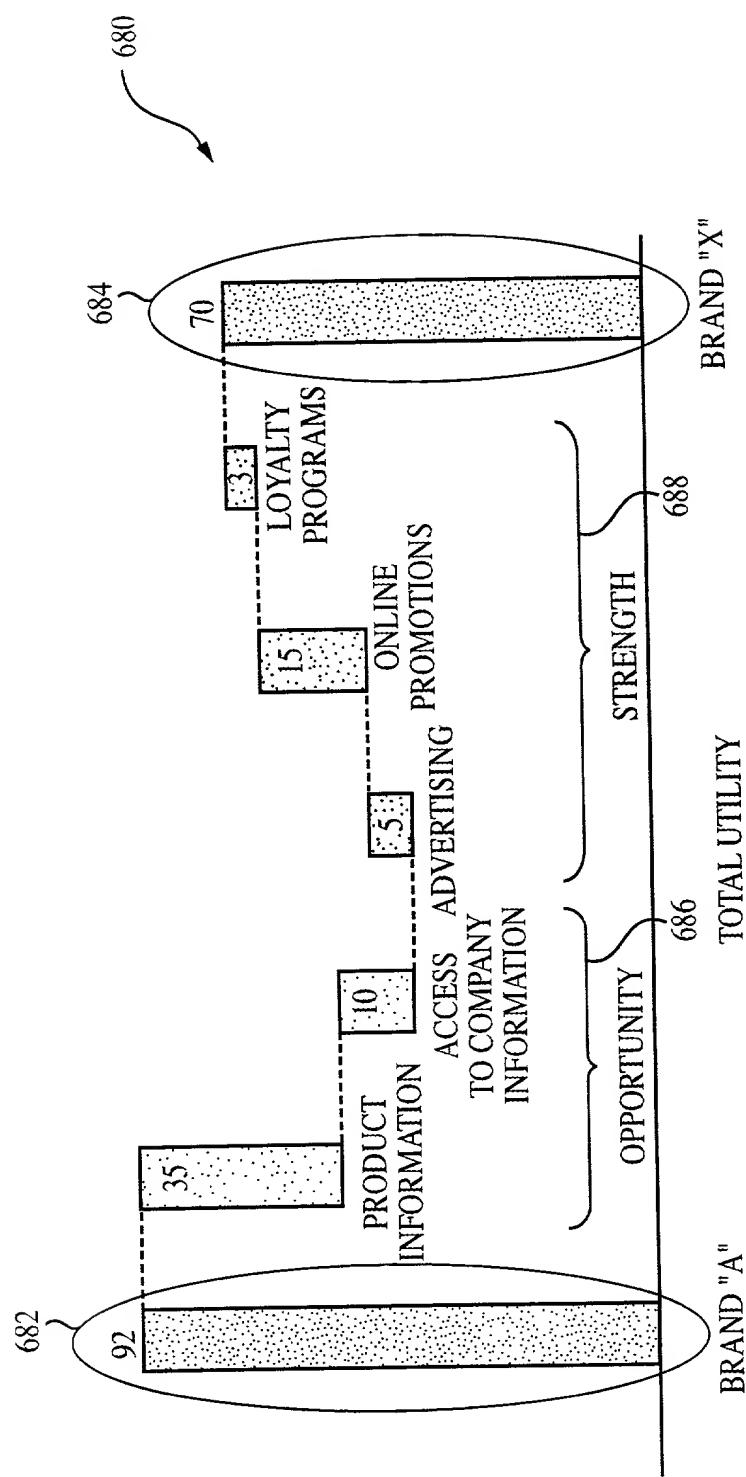


FIG. 6I

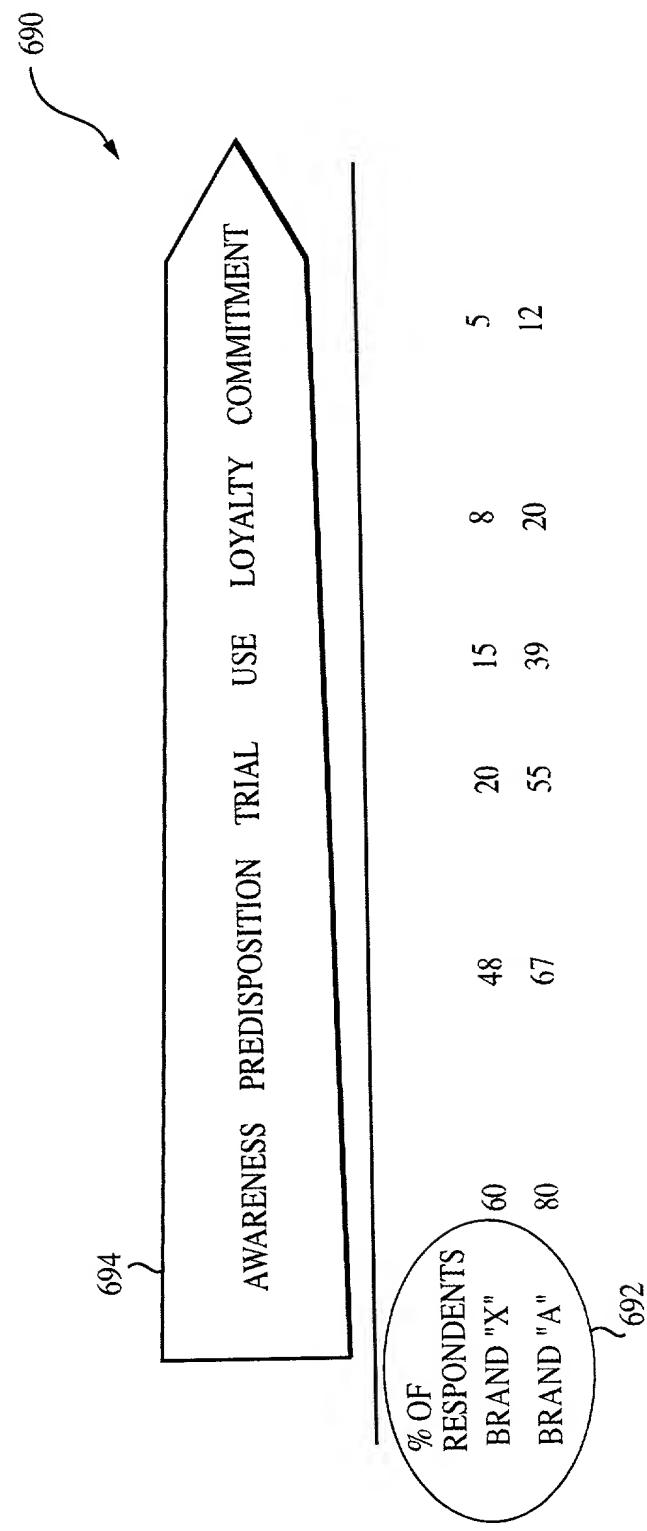


FIG. 6J